



GOVERNOR'S ADVISORY COUNCIL ON AGING

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Mature Workforce Committee Meeting Minutes January 10, 2008

Council Members Present

George Evanoff (Chair), William Engler, Joyce Finkelstein, Paul Herrmann, Bernadine Hoffman, Marilyn Johnson, Doyle Meredith, Sharon McKinley, Bernadette Polley, Barry Spiker

Committee Participants Present

Kathleen Bartolomei, Kati Bates, Christine Bryson-Lazo, Julie Castro, Dollie Chauvin, Dennis Cleveland, Roger Forrester, Sherri Friend, Joel Millman, Peter Polk, Karen Poole, Dj Salas, Virginia Simmon, Margaret Slaughter,

Council Staff Present

Melanie Starns, Cathy De Lisa, Shawn Trobia, Dan Plumhoff, Elsa Gaynor

Guests

Kathy Nyetrae, Joe Robinson

Call to Order, Welcome, Introductions, and Approval of Minutes

George Evanoff called the meeting to order at 12:05pm, asked for introductions, and approval of the meeting minutes from November 1 meeting. *Joyce Finkelstein made a motion to approve the minutes as written, and it was seconded by Doyle Meredith. Motion passed unanimously.*

Action Items Follow-Up

Melanie Starns provided the following updates:

- **Mature Workforce Conference Track-** Conference ideas developed from discussions with the Council Members have been obtained. Details and committee discussion will take place later in today's meeting.
- **Mature Worker Friendly Employer Certification** - This sub-committee did hold a focus group in November.
- Ms. Startns also noted that the agreement with Jobing.com is with Jobing and hopefully will be settled soon.

Sub-Committee Reports & Group Discussion

Mature Worker Friendly Employer Certification Sub-Committee -

Julie Castro, Arizona Department of Commerce and co-chair of the sub-committee, reported that the MW Friendly Employer Certification pledge has been completed, and that both the application and the pledge have been reviewed by the State's legal representatives. Ms. Castro noted that the sub-committee has met with Roger Forrester

and Pima Community College in Tucson regarding employer training which is being developed. Training will be provided by various members of the Mature Workforce Committee. Plans are underway to provide a training session in every county in Arizona between the middle of August and the middle of October. As per recommendations by the focus group, a small fee will be charged for the employer trainings. A draft of the timeline for the development and delivery of the curriculum was provided to committee members (see attached).

Ms. Castro noted that the graphic artist at the Department of Commerce has designed three new Mature Worker logos for review and consideration by the MWC. The original logo and the three new logos were circulated around the room for review at this time. Committee members were asked to vote for their preferred logo.

Resource & Communications Sub-Committee –

Shawn Trobia co-chair of the sub-committee began the report by providing members with a draft version of the tri-fold brochure. Ms. Trobia noted that several comments have already been collected regarding the design and text of the provided draft. Several committee members provided additional comments at this time, and Ms. Trobia asked that any additional comments be forwarded to her by Thursday, January 18. Suggestions will be compiled at that time, and a second draft of the brochure will be requested of GateWay Community College. Committee members joined Ms. Trobia in thanking GateWay CC for their assistance and time in the design of the brochure.

Joel Millman, Division of Aging & Adult Services, and co-chair of the sub-committee provided a verbal report on the current timeline for the sub-committee's activities. The sub-committee's focus for the next several months will be the completion of the tri-fold brochure and the design and development of the web resource portal. The additional tasks of conducting a focus group and the design of the resource manual will take place after the tri-fold brochure and the web portal design is completed, specific dates to be determined.

Mr. Millman reported that meetings have recently taken place with Maricopa County Human Services Department, Workforce Development Division. The Phoenix Workforce Connections and Maricopa Workforce Connections are working together to develop a workforce portal that will include a mature worker page. The Council has been asked to contribute to the content of that page, and the Workforce Connections portal will provide a link to the web portal being designed by this sub-committee. The portal under development by the Mature Workforce Committee will serve as a main resource for mature workers seeking information from the Workforce Connections portal. It was noted that Jobing.com and the Maricopa Community College District are also working with Maricopa County and the City of Phoenix on the portal under development.

Mr. Millman noted that the Arizona Workforce Connections Conference will be held in the week after the Governor's Conference on Aging. The three topic focus areas of the workforce conference were presented. Mr. Millman was asked by a member of the committee to remember the rural communities when assisting in the planning of the conference topics.

Conference Discussion – Mature Workforce Track

Ms. Starns and Ms. Trobia provided the committee members with a handout of the session topics and content, as recently formulated by the Council Members. The Council had reviewed an extensive list of content ideas and selected priority topic areas. The MWC members were asked to review the list and offer suggestions and comments to help develop sessions that are relevant and useful to mature workers, employers and professionals working in aging.

Ms. Starns reported that the pre-conference intensive for the Mature Workforce track will be sponsored by the Arizona Community Foundation.

Extensive suggestions for the conference's break-out sessions were offered, and the sessions' contents were expanded to include those suggestions. The next step in the conference planning will be to recommend speakers for each of the sessions. Ms. Trobia will email a Speaker Suggestion Form to all members of the committee, with the request to provide any suggestions to the Council office by Friday, January 18th. All committee members will then be invited to participate in a conference planning meeting for the Mature Workforce track, which will most likely be scheduled for Tuesday, January 22nd. Members will be notified as soon as possible of the meeting date and time.

At this time, Ms. Starns was handed the mature workforce logos that had been circulated to all members in the room. It was reported that the original logo received the most votes by the committee members. Julie Castro then agreed to send the logos to the Council office in PDF format, for further review by those members of the business community who had originally participated in the focus groups and suggested updating the logo. Ms. Castro also offered some additional logo design by the graphic artist, with some slight adjustments to the lines of the preferred logo, for consideration by the committee when it next meets.

Sub-Committees Meet

The Employer Certification Sub-Committee and the Resource & Communications Sub-Committee met in their individual groups for approximately 30 minutes.

Report Out & Vote on Motions from Sub-Committees

Resource & Communications Sub-Committee:

Joel Millman and Shawn Trobia, co-chair's of the RCSC, reported on the sub-committee's discussion:

- Mr. Millman reported that he had asked for the approval of the meeting minutes from the November 28 RCSC meeting. *Sharon McKinley made a motion to approve the minutes as written, and it was seconded by Sherri Friend. Motion was carried, and the minutes passed unanimously.*
- Ms. Trobia updated the committee on her conversation held with the President of the Resume Writers Council of Arizona. The Resume Writers Council is not interested in having an interactive table at the Governor's Conference, but is willing to have the organization's web address be provided as a link on the web portal under development by the MWC. The Resume Writers Council does

provide initial reviews of resumes at no cost, which is most often done via emails. For this reason, the services of this group are available to residents of every county in Arizona.

- After the agreement between Jobing.com and the Council is in place, the web portal design will be worked on with Jobing.com, The goal is to have a workable web portal in operation by the time the Governor's Conference on Aging is held.
- Both mature worker and employer testimonials will be developed for the portal and for the resource guide.
- The completion of the tri-fold brochure is planned for May, with the debut of the brochure to take place at the Governor's Conference on Aging.

Mature Worker Friendly Employer Certification Sub-Committee:

Julie Castro, Arizona Department of Commerce and co-chair of the MW Friendly Certification Sub-Committee reported on that group's discussion:

- Ms. Castro reported that she had asked for the approval of the meeting minutes from the November 2, 2007 MWFCSC meeting. *Julie Castro had made a motion to approve the minutes as written, and it was seconded by Roger Forrester. Motion was carried, and the minutes passed unanimously. With regard to the sub-committee meeting minutes of December 14, 2007, Julie Castro had made a motion to approve the minutes as written, and it was seconded by George Evanoff. Motion was carried, and the minutes passed unanimously.*
- It was reported that two meetings have taken place with Pima Community College to develop the employer certification training. The proposed schedule is on track.
- Discussion followed about the various forms of media to be used when launching the certification.
- Barry Spiker will be developing a list of the advantages to employers who are considering applying for the certification.
- It was reported that Dennis Cleveland was most helpful in organizing a focus group of employers which met in Gilbert in November. The focus group provided additional input to the subcommittee about the newly revised approach to the certification concept. In general, the employers' comments were positive. The next step will be to complete a camera-ready copy of both the Employer's Pledge and the application. The Department of Commerce will be assisting the committee in getting the documents to this final stage.
- It was noted that one of the next steps for the work being done by this sub-committee is to seek funding sufficient to print the Employer Certificates themselves.
- The subcommittee is still on track for launching the certification at the Governor's Conference on Aging in May 2008.

NOTE: George Evanoff and Melanie Starns reminded the committee members to begin thinking about the next steps and activities for the MWC, once the Employer Certification and the web portal are launched in May.

Other Updates, New Business & Announcements

- Dj Salas reported that the Caregiver House at the Foundation for Senior Living (FSL) is available for tour by any group who could benefit from the same.

Groups that wish to utilize the home for a workshop for caregivers may contact FSL. Ms. Salas also provided the committee members with a copy of the Course Catalog for the Caregiver House.

- Joel Millman distributed a *Planning Instruction & Guidance Letter* for the Senior Community Service Employment Program (SCSEP) State Plan. Part of the plan is to gather public input on the content, and Mr. Millman asked committee members to review the document and offer any comments or suggestions that they may have on the four year plan. Mr. Millman thanked the participants for any suggestions they may have, and asked that any comments be forwarded to him by January 31, 2008.
- Melanie Starns provided copies of the Save the Date Flyer (see attached) for the upcoming Governor's Conference on Aging, and noted that the same document will also be forwarded to committee members in electronic form. The conference is scheduled for May 14 – 16, 2008 in Mesa.
- Ms. Starns noted that copies of the Executive Summary of the Arizona Mature Workforce Initiative could be found at the back table. This document may be of interest to participants who are new to the Mature Workforce Committee.
- Ms. Starns reported that eight organizations in Arizona were recently awarded a "JumpStart the Conversation" grant, and a handout was provided. Two of the organizations who received the grant are Pima Council on Aging and the Pinal-Gila Council for Senior Citizens. The committee joined Ms. Starns in congratulating the recipients of the grants.
- Ms. Starns reported that the Governor's Office on Aging has recently been involved in discussions with both the State of Wyoming and the State of New York, both of which are interested in the many achievements that have taken place in Arizona with regard to mature worker issues. Ms. Starns has also spoken to Boston College, which has a project underway regarding mature worker activities in many of the states. Boston College has been updated on the work being done in Arizona, and will begin the documentation of the various states by presenting Arizona as the first state in the project's material. These various conversations once again highlight the status Arizona holds in the work being done in the nation with regard to the mature workforce.

Action Items

- Ms. Trobia will email a Speaker Suggestion Form to all members of the committee, with the request to provide any suggestions to the Council office by Friday, January 18th.

Adjournment

Meeting adjourned at 2:01pm.

Next Meeting

The next committee meeting will be Thursday, February 7, 2008 in the Grand Canyon Room of the State Capitol Executive Tower located at 1700 West Washington, Phoenix.